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Inside Information

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INSIDE INFORMATION is published for distribution to public affairs and information staff members of the U.S. Department of Agriculture, its agencies, State Departments of Agriculture and Land Grant Universities. Individual items are sent electronically throughout the month to all offices on the agricultural information network on the Dialcom Incorporated computer system. These items are then printed at the end of each month for distribution to all offices, including those which do not have access to the electronic mail network. Any items, comments or inquiries should be sent to Denver Browning, editor, Special Programs Division, Office of Information, U.S. Department of Agriculture, Room 536A, Washington, DC 20250, or send to Browning's Dialcom mailbox AGR209, or call at (202) 447-2058.

SURVEY TO STATE EXTENSION EDITORS SHOWS BIG SHIFT TO 1/2-INCH VHS VIDEOTAPES

"As a producer and distributor of educational videotapes to the Extension System in the 50 states and territories," says Ovid Bay, Director of Information/Communications for USDA's Extension Service, "we need to know the format desired to save the cost and time of duplicating videotapes at the state or county level."

So Extension Service sent an informal survey to the State Extension editors seeking information relating to the use of videotapes. Bay says ES received 46 replies back with the following highlights:

-- 85 percent reported they are using 1/2-inch VHS equipment which cuts cost compared to the 3/4-inch Umatic. Four states were using Beta only and 2 were using only 3/4-inch with many states using two or more formats.

-- over 50 percent of the states reported all of their counties have video playback equipment, and other states indicate they are moving toward the 100 percent goal as budget permits. The support in many counties is providing funds to equip the local office with both video cameras and playback units.

-- 3 states reported video cameras now in all counties. Several states reported up to 25 percent. (This shows a rapid shift of some resources to this technology.)

-- 85 percent of the states reporting have established videotape libraries.

-- 65 percent of the states report the counties loan videotapes to clients for their use.

Bay says the results of the survey indicate a big shift by the Cooperative Extension Services to the 1/2-inch VHS format for videotapes and a rapid switch from using 16mm films to videotapes technology which many are producing at the county level with their own cameras. The knowledge that most states prefer 1/2-inch VHS also will help states as they exchange videotapes.

"It is interesting that a large percentage of states have videotape libraries and loan tapes to clients to use which extends the county agent to audiences he might not reach without this tool," Bay adds.

Related to this survey is a project Scott Fedale, University of Idaho, has conducted with some assistance from ES-USDA. He has placed over 2,000 entries in the Cooperative Extension Information Network Videotape Data Base on the Dialcom system. Before making a videotape, you can enter MENU at the system prompt on Dialcom, then VIDEO at the next system prompt, to see what is already available in another state. Then you can contact the state(s) desired for details on a loan or purchase of the videotape you want.

For further information contact: Ovid Bay, on Dialcom mailbox AGS094.

NEW PUBLIC AFFAIRS COORDINATOR AND NEWS WRITER APPOINTED AT PURDUE UNIVERSITY

Steven A. Cain, has been appointed public affairs coordinator and news writer in the Department of Agricultural Communication Service at Purdue University, in West Lafayette, Indiana.

Cain was previously the managing editor of INDIANA PRAIRIE FARMER and assistant farm management editor at SUCCESSFUL FARMING.

A 1976 graduate of Purdue University, Cain majored in agricultural communication and holds memberships in The Society of Professional Journalists, Sigma Delta Chi, and the American Agricultural Editor's Association.

NEW SCS SLIDE SET ON SOIL EROSION FOR SALE BY USDA-OI PHOTOGRAPHY DIVISION

"What Is Soil Erosion?", a 93-frame slide set and filmstrip presentation produced by USDA's Soil Conservation Service, can be purchased from the Photography Division of USDA's Office of Information.

The slide set (\$24.50) and filmstrip (\$14.00) each come complete with a soundtrack on cassette and a printed narrative guide. The cassette has 50 Hz or 1,000 Hz inaudible pulses to change frames automatically with the proper equipment. It can be changed manually with the narrative guide.

Also available are videocassettes in three formats: VHS or Beta, \$10.00, and 3/4-inch U-Matic, \$18.00.

For further information contact Betty Branch, Photography Division, OGPA, Room 4407-S, Washington, D.C. 20250. Telephone (202) 382-8908.

NEW HEAD SELECTED FOR FOOD SAFETY INSPECTION SERVICE'S PRINTED MEDIA UNIT

Linda Russell, former chief speech writer for USDA's Forest Service, has been selected as head of the Food Safety and Inspection Service's Printed Media Unit.

In her new position, Russell will oversee a staff of 8 employees, and be responsible for the planning and production of printed materials for the press as well as for the agency's extensive consumer education program, including FOOD FOR CONSUMERS, a quarterly magazine.

She takes over her new duties on March 30.

TENTH ANNUAL ACE SPRING WORKSHOP TO BE HELD APRIL 10, IN WASHINGTON, D.C.

On Friday, April 10, the D.C. Region of Agricultural Communicators in Education (ACE) will hold its 10th Annual Spring Workshop at the Capitol Holiday Inn, in downtown Washington, D.C. The workshop is cosponsored by USDA's Office of Information.

Some highlights of the workshop:

--The two headliners for the kick-off general session are Marilyn Adams, USA TODAY and Bill Cook, U.S. NEWS AND WORLD REPORT, who will discuss trends in journalism and the new technologies.

--The two headliners for the closing general session are Hodding Carter, formerly Assistant Secretary of State for Public Affairs for President Jimmy Carter, as well as PBS anchorman and correspondent for shows such as "Inside Story" and "Capitol Journal," and Ernie Schultz, Executive Director of the Radio-TV News Directors Association. They'll discuss the latest in broadcast trends.

-- A hands-on desktop publishing session put on by Apple, as well as a display of computer graphics (everything from magazine covers to agency symbols and logos).

-- "What's New In Satellite Communication?" Panelists will include Jon Schwenzer of Saturn Satellite, and Jim Johnson, Chief of OGPA Radio-TV Division.

(more)

-- "Working Overseas, Is It For You?" Ideas and information will come from pros such as Bill Smith, senior VP at the Academy for Educational Development (AED); and panelists Jay Levy, FAO information officer at the D.C. United Nations office; Marty Ronan, USIA Satellite Speakers specialist; and Greg Garbinsky, program leader, Worldwide Programs, USDA's Office of International Cooperation and Development.

As approved Departmental training, agencies may pay the workshop fees with an SF-182 training form. Agency information directors and as many of their staff members as possible are urged to attend this important training event, planned by coworkers in USDA, and targeted to their needs.

The cost of the one-day workshop is \$45 for ACE members and \$55 for non-members.

For a detailed flyer and registration information, contact: Denver Browning, ACE D.C. Region treasurer, on 202-447-2058. Dialcom mailbox AGR209.

IOWA STATE CENTER FOR AGRICULTURAL AND RURAL DEVELOPMENT BEGINS NEW QUARTERLY

The Center for Agricultural and Rural Development (CARD), an agricultural economics policy research center founded in 1958 at Iowa State University, has a new quarterly publication entitled CARD REPORT.

The CARD REPORT provides summaries of Iowa State's research activities, essays on current agricultural and rural development policy issues, and information on personnel, administration, and other aspects of the program.

CARD conducts research in trade and agricultural policy, natural resources and conservation policy, food and nutrition policy, and rural and economic policy.

If you would like to receive CARD REPORT, send your name and address to: Judith Gildner, Editor/Communications Coordinator, The Center for Agricultural and Rural Development, 578 Heady Hall, Iowa State University, Ames, IA 50011. Her phone number is (515) 294-1183.

LOCAL AREA NETWORK (LAN) OPERATION AND CAPABILITIES DISCUSSED AT WORKSHOP

Susan Stoltz of USDA's Office of Information Resources Management, and Larry Quinn, Chief of the Office of Information's Video and Film Division, explained how USDA's Local Area Network (LAN) operates and demonstrated some of its video capabilities at a monthly workshop sponsored by the D.C. Region of Agricultural Communicators in Education.

The LAN contractor, Information Systems and Networks Corporation (ISN), and a subcontractor (Ark Engineering, Inc.) have installed LAN "backbone" cabling in USDA's five-building downtown complex. The network is provided by another subcontractor -- Ungermann-Bass.

According to Stolz and Quinn, some of the advantages of being connected to LAN are: Cleaner data transmissions, faster data transmission for mainframes and personal computers, an ability to "gateway" to long-distance telecommunications, and video transmission capabilities.

(more)

USDA's LAN is "broadband" and uses cable television technology. Some frequencies are dedicated for data transmission and some for video. All video transmissions go through the Video Control Center. A LAN Management Center provides training and troubleshooting.

USDA has six video channels on LAN. All video broadcasts go through the Video Control Center first. This prevents confusion and keeps inappropriate transmissions from being aired. Video LAN is the best vehicle for getting information out about LAN. Audio transmissions are also useful.

LAN is a proven technology. The Pentagon and NASA use systems similar to USDA's. Stoltz says, "OIRM believes the potential for the future is great."

The possibilities for using LAN are enormous. Those wanting more information about the USDA LAN system may call Stoltz, at (202) 447-8696.

UPDATED LIST OF APRIL SATELLITE PROGRAMS AVAILABLE FOR DOWNLINKING

The following programs are available for downlinking in April, from Oklahoma State University:

April 23 -- BROILER HEAT STRESS. Joe Berry will present ways to help poultry producers reduce losses caused by summer heat. WESTAR IV Channel 18 Vertical. 7-9 p.m. Central Time.

April 28 -- CLERGY AND THE AGING. Contact Ann Labow at (405) 624-6570. WESTAR IV Channel 18. 10-12 noon Central Time.

April 28 -- HOME BASED BUSINESS. A video conference offered to anyone interested in starting or expanding business in their home. Major topics, to be covered by experts and business owners, are: legal requirements, business finance, promotion and family relationships. WESTAR IV Channel 18. 7-9 p.m. Central Time.

The following program from Iowa State University:

April 16 -- CARDIOVASCULAR DISEASE: CONTROVERSY AND CONSENSUS. An all day seminar as part of a nutrition conference which is especially related to a set of materials for \$25. Contact Pam Esterling, (515) 294-4731, for further information and satellite access data which is not available yet. 8 a.m. to 4 p.m. Central Time.

USDA SCHEDULE OF SATELLITE PROGRAMS PRESENTED ON FRIDAYS OF EACH WEEK

The following USDA satellite schedule is available to anyone having a satellite downlink dish. These programs are available every Friday, and are repeated every Monday.

USDA NEWS -- 2:45 to 3:00 p.m. Eastern Daylight Time, Friday.
8:15 to 8:30 a.m. EDT, Monday.

(more)

DOWN TO EARTH -- News Feature, 3:00 to 3:30 p.m. EDT, Friday.
8:30 to 9:00 a.m. EDT, Monday.

A BETTER WAY -- Consumer program, 3:30 to 4:00 p.m. EDT, Friday.
9:00 to 9:30 a.m. EDT, Monday.

All three are on Spacenet 1, Transponder 4H 3840 MHZ (Megahertz), Channel 7 on 24 channel receiver, Audio 6.2 or 6.8.

Jim Johnson, USDA's Radio and Television Division Chief, says State Cooperative Extension Service and State Department of Agriculture information offices may want to let farmers, ranchers, and consumers know about the standing schedule and how to access these USDA satellite programs each week.

CARL W. W. SORENSON, RETIRED USDA INFORMATION SPECIALIST DIES IN DALLAS, TEXAS

Carl W. W. Sorenson, former assistant director of the AMS Southwest Regional Information Office, died in a hospital in Dallas, Texas, at the age of 69.

A native of Toronto, South Dakota, Sorenson grew up on a farm.

He graduated from South Dakota State University with a Bachelor's degree in printing and rural journalism. He then was the editor of State Farm Bureau publications, and editor of the HEREFORD JOURNAL, in Kansas City, Missouri. However, he spent most of his career as an information specialist with USDA's Agricultural Marketing Service Regional Office in Dallas.

He also was a graduate from the Naval Academy in Annapolis, Maryland, and served in World War II.

After retiring from his USDA information career, he founded the Norwegian Society of Texas, in 1983, and received the Medal of Honor from Norway's King Olaf for his work in the norwegian immigration movement.

Sorenson was a life member of Agricultural Communicators in Education.

His funeral was held on January 14, in Toronto, S.D.

ORIGINATOR OF THE EXPERIMENT STATION LETTER, "PINK SHEET," DIES AT 89

Werner P. Meyer, an agricultural writer and editor, died on January 28, at the age of 89.

Meyer, whose career began in 1949 when the Cooperative State Research Service (CSRS) was known as the Office of Experiment Stations (OES), was the originator of the Experiment Station Letter ("Pink Sheet"). Dated August 5, 1949, the first "Pink Sheet" was called the OES Circular Letter.

Meyer received the USDA Superior Service Award in 1960 and was a member of the American Association of Agricultural College Editors.

UNIVERSITY OF MARYLAND COOPERATIVE EXTENSION SERVICE NEEDS ASSOCIATE EDITOR

The Cooperative Extension Service of the University of Maryland is seeking an associate editor for its Office of Information & Publications.

The associate editor-publications works under the supervision of the publications-graphics manager in planning, editing, rewriting and production of publications produced by the Office of Information & Publications. The associate editor is specifically assigned to editing copy, although working closely with all staff.

Publications include leaflets, fact sheets, booklets, bulletins and newsletters for the Office of the Vice President of Agricultural Affairs, the University of Maryland Cooperative Extension Service, and the University of Maryland Agricultural Experiment Station.

A Bachelor's degree is required.

Contact: Eugene M. Britt, Director of Personnel/Human Relations, Symons Hall, University of Maryland, College Park, MD 20742. Telephone: (301) 454-5488.

Closing date is April 13, or until a suitable applicant is found.

SOUTH DAKOTA STATE UNIV. COOPERATIVE EXTENSION SERVICE NEEDS DEPARTMENT HEAD

The South Dakota State University's Cooperative Extension Service has an opening for a head of its Agricultural Communications Department.

The department head is responsible for the management and administration of the communication activities for the Agricultural Experiment Station and Cooperative Extension Service at South Dakota State University.

Inquiries can be made to Dr. Eugene Arnold at (605) 688-5133, or Larry Tidemann at (605) 688-4147.

Send applications to: South Dakota Cooperative Extension Service, ATTN: Bev Heylens, Ag Hall 154, Box 2207D, South Dakota State University, Brookings, SD 57007. Include: Letter of application, resume of qualifications and experience, college transcript(s), and three letter of recommendation.

Applications accepted until a suitable applicant is employed.

CORNELL UNIVERSITY NEW COMMUNICATION-TECHNOLOGY TRANSFER PROJECT UNDERWAY

The International Agriculture Program and The Center for Analysis of World Food Issues at Cornell University, has a new project underway called Communication for Technology Transfer (CTTA). According to Bill Ward, professor in the Department of Communication and Cornell's program coordinator for the project, most activities during the first year of the project have taken place in Honduras, a primary site. Ward said preliminary work has started in Peru, and the possibility of extending the project to Ecuador and possibly six countries in Asia and Africa in 1987, is being explored.

(More)

Ward said the United States Agency for International Development (USAID) is sponsoring the five-year project, and the Academy for Educational Development is the prime contractor. Cornell and Applied Communication Technology, Inc. are subcontractors. Iowa State University, Needham Porter Novelli, Virginia State University, and the University of Wisconsin are also involved in the project.

"A goal of CTTA's project is to improve Extension programs in less developed countries that effectively use communication support in transferring agricultural technologies to increase food production and/or profits of small farmers," Ward said. "Other goals are to strengthen networks and linkages of researchers, Extension personnel, and farmers and to initiate research more directly relevant to local problems.

"Persons working with the CTTA project have the opportunity to develop and apply innovative approaches for using communication to support technology transfer. Strategy focuses on developing and using farmer feedback and institutional networking; specific farming practices and behavior; a communication system that integrates broadcast, print, and interpersonal channels; and communication support programs that the less developed countries' governments will be able to maintain after the project is completed."

For more information on Communication for Technology Transfer in Agriculture, contact: William B. Ward, Department of Communication Arts, Cornell University, 640 Steward Avenue, Ithaca, NY 14850. Telephone: (607) 256-6500.
